General Information	
Academic subject	Statistics and communication: sources and data analysis
Degree course	Public, Social and Corporate Communication
Curriculum	
ECTS credits	6
Compulsory attendance	No
Language	Italian

Subject teacher	Name Surname	Mail address	SSD
	Claudia Marin	claudia.marin@uniba.it	SECS-S/01

ECTS credits details			
Basic teaching activities	13/D1	SECS-S/01	6

Class schedule	
Period	I half year 2018-19
Year	I
Type of class	Conventional

Time management	
Hours measured	1 h = 60 minutes
In-class study hours	40
Out-of-class study hours	110

Academic calendar	
Class begins	10/15/2018
Class ends	01/31/2019

Syllabus	
Prerequisite requirements	
Expected learning outcomes	The aim of the course is to provide students with the essential knowledge of statistical methods in the field of communication processes.
Contents	The production of statistics 1 What are the statistics? Statistical data: character, units and population Statistical characters and their classification The transformation of characters and statistical units Primary analysis and secondary analysis 2 Who produces the statistics? The sources Official and national statistical sources European statistical sources Some international sources 3 How are the statistics produced? The phases of the statistical survey The survey and the detection plan Data collection and processing The graphic representation Data interpretation 4 How do I find the statistics? Data quality

	Metadata, macrodates and microdata Access to data Part II: The use of statistics 5 Monovariate analysis Frequencies and distribution in tables Algebraic and loose averages Position and size indexes Variability and its indexes 6 Graphic representations Cartesian diagram Bar or strip chart Pie chart Histogram 7 Simple and complex relative measures Composition, duration and derivation relationships Simple and complex index numbers 8 Bivariate analysis The double frequency distribution The correlation Regression and analysis of addiction 9 Inference
Course program	
Bibliography	Professor slides. G. GIRONE, R. PACE, Statistica descrittiva, Cacucci editore Bari, 2015. S. DE IACO, S. MAGGIO, M. PALMA, D.POSA, Esercizi di statistica descrittiva, G. Giappichelli Editore, 2006. P. PERCHINUNNO, V.C. DE NICOL0', Esercizi di statistica, Cleup, 2010. F. BORAZZO, Analisi dei dati con Excel, Apogeo, 2008.
Notes	
Teaching methods	
Assessment methods	The assessment methods used at the end of the course are a written exam that includes exercises on the statistical techniques learned during the course and the oral exam that includes questions of theories aimed at verifying the right understanding of the concepts studied and their practical application.
Further information	